



# THE UK IOD ANNUAL CONVENTION

THRIVING IN A CHANGING WORLD

27 SEPTEMBER 2016

ROYAL ALBERT HALL



## Event Overview

The moon landings, the internet, the fall of the Berlin Wall, 9/11, Arab Spring... some moments change the world forever. At the start of this year, we said that 2016 was going to be a year of dramatic change. The public has now spoken. The UK has entered a period of uncertainty while we come to understand exactly what Brexit means.

Meanwhile, voters in elections around the world are rejecting both conventional politics and mainstream political parties. Mobile technology is producing a new generation of entrepreneurs and creating new business models.

However, we must also contend with the ever-evolving threat of cyber crime. The global economy and green industries will create exciting business opportunities in new territories. Yet events occurring thousands of miles away can have a profound effect on what is happening on our own doorstep. Business leaders need to know what these events mean for them and how they can adapt to this changing world.

This year's Annual Convention will bring together business and political leaders and ask them two simple questions:

What is the biggest risk to business right now?

How are you going to deal with it?

## 5 reasons you need to join The UK IoD Annual Convention

- Hear from the people shaping the world - the event always attracts some of the most influential people from a diverse range of industries and backgrounds. They will share their knowledge, insight and advice on what you need to know that will help you grow your business
- Drive your business strategy forward - leave feeling inspired and motivated with the confidence to drive your business strategy forward in the coming year
- Meet the people who could contribute to your success – meet people who you could be doing business with, gaining advice from or brainstorming ideas with
- Don't get left behind - by not attending you will lose out on having an understanding of the risks and opportunities you need to know to ensure your business stays competitive
- Showcase your business – the event offers a great opportunity to entertain clients in luxury at one of the most prestigious venues in the country

## The UK IoD Annual Convention Speaker

### **Saatchi & Saatchi**

Kevin Roberts, Chairman

Kevin Roberts is Chairman of Saatchi & Saatchi – one of the world’s leading creative organisations. He has an international reputation for an uncompromisingly positive, inspirational leadership style, and an ability to generate ideas and emotional connections that accelerate extraordinary value. He has made presentations to business audiences in 60 countries, with a San Francisco technology reviewer noting, “Kevin Roberts was arguably more entertaining and more informative than any other speaker, speaking about any other subject, anywhere. That is saying a lot, but during the hour of his speech, there was nowhere else in the world that I would have rather been than in his audience, soaking up everything he was saying.”



### **Facebook**

Steve Hatch, Managing Director UK and Ireland

Facebook has come a long way since it was created in Mark Zuckerberg’s college dorm room in 2004, hitting 1.59 billion users worldwide at the end of January. The company has reinvented the way people communicate, becoming a major source of news for its users and a vital marketing tool for businesses in the process. In March 2014, Steve Hatch became Facebook’s first UK and Ireland Director. His appointment ended a 15-month search by the social networking site that is currently used by over 50% of the British population. Steve was previously chief executive for media agency MEC and last year he joined the board of directors at Trinity Mirror. Under Steve’s management, MEC doubled in size and won many awards for its client work as well as Media Week, Campaign and Marketing Agency of the Year. A passionate advocate of creativity and ideas, Steve’s co-authored ‘Rigorous Magic’ in 2007.



## Microsoft

Brad Smith, Global President

Microsoft is famous for transforming the way the world uses technology. It continues to perform strongly, with revenues of \$90bn last year, but faces key strategic challenges in the ensuring they match their rivals when it comes to product innovation. Brad Smith joined the US tech giant Microsoft back in 1993. At that time the company was working a project codenamed 'Chicago'.



It would later become Windows 95 and was described by one tech analyst as 'a quantum leap in difference in technological capability and stability.' In 2014, he became Microsoft's first company-wide president for 12 years. Brad now leads a team of more than 1,300 business, legal and corporate affairs professionals working in 55 countries. He also plays a key role in representing the company on issues including privacy, security, accessibility, environmental sustainability and digital inclusion. Brad has been robust in his defence of rivals Apple in the recent encryption row with FBI, stating that "there is no technology as important as encryption...the path to hell starts at the backdoor."

## Airbnb

Olivier Grémillon, Managing Director EMEA

Olivier Grémillon is in charge of Airbnb in EMEA, responsible for the development of the activity across the region. Olivier joined Airbnb in January 2012 to open the French office. In late 2013, he took over the coordination of the 8 European offices. Olivier has over 10 years of international experience, working on marketing and strategy for a range of companies. Before joining Airbnb, Olivier was Associate Principal at McKinsey in Paris and San Francisco and also worked as Project Manager at Deloitte. He was also involved in the launch of several start-ups in Europe and in the US. Olivier holds a M.Sc. in management from ESSEC and a MBA from Harvard.



**Google UK**

Eileen Naughton, Managing Director

Eileen Naughton is Managing Director, Google UK & Ireland, responsible for sales and business operations in Google's second-largest market. She was earlier Vice President of Global Sales, responsible for Google's largest advertising and agency clients, and led Google's high-growth display advertising business in the Americas, responsible for sales, development, media strategy and operations across YouTube and the Google Display Network. She led the integration of DoubleClick's platform, rich media and AdExchange businesses into Google. Before joining Google in 2006, Eileen had a distinguished career at Time Warner Inc. She was president of the TIME Group, including TIME magazine's US and international editions, TIME.com, TIME for Kids and the Time & Life Picture Collection. She served as vice president of investor relations during the AOL-Time Warner merger; as president of Time Inc Interactive, responsible for the digital assets of Time Warner's publishing division; and as general manager of FORTUNE Magazine.

**Dr. Dambisa Moyo**

Global Economist

Dr. Dambisa Moyo's controversial bestseller, *Dead Aid*, caused a storm when it was first published in 2009. She argued that billions of dollars in aid sent from wealthy countries to developing African nations has failed to reduce poverty and lined the pockets of corrupt politicians. The book prompted former UN Secretary General Kofi Annan to say, "Dambisa Moyo makes a compelling case for a new approach in Africa." In the same year, she was named by TIME Magazine as one of the "100 Most Influential People in the World". Born in Zambia, and educated at both Harvard and Oxford, Dambisa went on to work for Goldman Sachs and the World Bank. In 2013, Dambisa received the prestigious Hayek Lifetime Achievement Award for and has earned a reputation worldwide as a renowned speaker.



### **Yanis Varoufakis**

Former Greek Finance Minister

During his time in office, Yanis Varoufakis was described as ‘one of the most recognised politicians on the planet’ and ‘the rock-star of Europe’s anti-austerity uprising’. He made headlines around the world with his forthright views on the global economy. Varoufakis spent six years studying in the UK during the 1980s where he gained a PhD in Economics. He was appointed finance minister after the left-wing Syriza Party swept into power back in January 2015 but famously quit the role despite successfully campaigning for Greeks to vote against a bailout from the nation’s creditors. His colourful career has seen him work as an economist for a video games company, and more recently he appeared at an economics seminar held by the Labour Party.



### **Lord Lamont of Lerwick**

Former Chancellor of the Exchequer

From 1991 to 1993, Norman Lamont was Chancellor of the Exchequer. During that period he successfully led a campaign for Britain to opt out of a single European currency. But on 16 September 1992, his efforts to defend the pound against currency speculators failed. That day became etched in history as Black Wednesday. He later said: "All three achieved the objectives that I set for them. The first [1991] drew the sting of the poll tax; the second, by introducing the 20p income tax band, helped us to win the election; the third, unpopular though it undoubtedly was, made a significant step toward reducing our budget deficit." However, he was unable to survive the fallout from Black Wednesday and resigned as Chancellor in 1993. He remained a Conservative MP until 1997 and, in the following year, joined the House of Lords. Since 2008, Norman has been President of the Economic Research Council, the UK’s oldest economic think tank, and remains a staunch euro-sceptic.



## Hitachi Capital

Robert Gordon, Chief Executive Officer

With over 30 years' experience within the finance industry, Robert was appointed as CEO for Hitachi Capital in April 2015, bringing with him an established record of leadership, profit growth and progression.

Since joining Hitachi Capital as the Business Finance Managing Director in 2006, Group Finance Director in September 2006 and Chief Operating Officer in June 2011, Robert has steered the group's direction with his expertise and commitment to the business. Robert is also the Corporate Officer for Hitachi Capital Corporation Japan, the parent company of Hitachi Capital UK.



## NCC

Rob Cotton, CEO

Rob Cotton is the Chief Executive of NCC Group, a FTSE 250 global cyber security and risk mitigation specialist headquartered in Manchester. He joined the Group in 2000 and turned around the fortunes of what was then a small general IT provider. With an entrepreneurial vision, he has steered the Group through a management buy-out in 2003, its admission to AIM in 2004 and the move to the London Stock Exchange's main market in July 2007. NCC Group has revenues in excess of £130 million, a market cap of around £800 million and more than 1,800 employees across its 32 global locations.



As well as delivering consistent organic growth in revenue and profits, Rob has instigated and driven the Group's strategic global expansion including the acquisition of over 20 complementary businesses worldwide. Rob is passionate about leading NCC Group in the drive to make the Internet safer. He is also a regular media commentator and covers a range of topics including cyber security and business issues.